FASHION CALENDAR

Issue of OCT 4 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING THURSDAY, SEPTEMBER 30, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sept. 30	FIRST DAY OF JEWISH NEW YEAR (Thursday)		
Thursday Sept. 30 10:30 A.M.	PRESS SHOW: NEW CUSTOM DIVISION FURS	JAECKEL	10 EAST 57TH STREET
	This will be a showing of late Fall and Winter quality furs in the Jaeckel tradition. Press, by invitation. Publicity: James Lang, Grey Advertising Agency, CH. 4-3900.		
Thursday Sept. 30 1:00 P.M. Luncheon	LUNCHEON SHOW: ALL-ROUND WARDROBE	THE TAILORED WOMAN (742 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
	A preview of what's correct for smart town wear during war time including an all-round wardrobe, "Fashions made effective by the use of true line and fabric without ornamentation." Open to public. Special luncheon, $2. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday Sept. 30 4:30 P.M.	SHOWING COLLECTION OF FALL CUSTOM-MADE CLOTHES	ELSA HIGGINS	757 MADISON AVENUE
	Elsa Higgins is a young woman who started in business by doing intelligent alterations on clothes. Now she has worked herself up to original creations in dresses, coats, suits. This showing will be given before her clientele and the Press. Contact: Elsa Higgins, RE. 7-4479.		
Thursday Sept. 30-May 27, 1944 7:40-9:20 P.M.	EVENING COURSES IN RETAILING	COLUMBIA UNIVERSITY & UPTOWN RETAIL GUILD	COLUMBIA U. SCHOOL OF BUSINESS, ROOM 611
	Of special interest to fashion people, John B. Swinney's course in the Retailing of Fashion Merchandise, "Marketing el3," beginning October 4th through January 24th, 1944, a course intended for those already engaged in the merchandising of ready-to-wear. Executives from Uptown Retail Guild Stores will attend many classes and take part in discussions. Enrollment at office of Registrar, University Hall. For costs and further details, consult the announcement of University Extension, available on application to Director, University Extension, 561 W. 116th St., N.Y.C., UN. 4-3200.		
Thursday Sept. 30 10:30-11:00 P.M.	DEBUT: NEW RADIO PROGRAM	GERTRUDE LAWRENCE & REVLON NAIL PRODUCTS	BLUE NETWORK WJZ (770 ON DIAL)
	Gertrude Lawrence will sing and act in her new radio program over WJZ for Revlon. Publicity: William H. Weintraub, Advertising, CI. 7-4282.		
Thursday Sept. 30	INVENTORY DATE OF RATIONED SHOES	RETAILERS, JOBBERS, SHOE MANUFACTURERS	TO BE REPORTED TO OPA INVENTORY UNIT, EMPIRE STATE BLDG., N.Y.C.
	October 10th is the last day for filing the six-month OPA inventory taken on Sept. 30th to furnish further information to the government on how long the shoe ration periods should be.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Friday Oct. 1 3:30 P.M.	ONCE-A-WEEK SERIES OF COOKING LESSONS	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3 FL.

New food restrictions are driving experienced housewives back to school again to learn new short-ration tricks in cooking. This is the purpose of a new series, whose first lecture, "Last Call For Canning" is by Miss Elsa Steinberger, home economist of Brooklyn Union Gas Company. Classes every Friday at 3:30 P.M. Admission free. Publ.: Rhoda Friedman, TR. 5-5700.

Friday Oct. 1	OFFICIAL SPRING FABRIC SHOWING	WESLEY SIMPSON CUSTOM FABRICS	215 WEST 40TH STREET

It takes courage to anticipate Spring in the Fabrics field, but Wesley Simpson has done so and presents his Spring custom fabrics beginning Friday, Oct. 1st. Press and store personnel invited. Contact: Pauline Alper, PE. 6-0625.

Friday Oct. 1- Oct. 11	FALL TERM OPENS	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY

Traphagen School of Fashion announces the opening of its Fall term in all departments, including Fashion Design and Illustration; Draping, Patternmaking, Dressmaking; Textile Design; Window Display; Millinery; Interior Decoration; Fashion Journalism. Classes, day, evening and Saturday. For information, contact: Dorothy Tyroler, Registrar, CO. 5-2077.

Saturday Oct. 2 10:30 A.M.	2ND FALL MEETING OF "TRICKS FOR TEENS"	SAKS 34TH STREET	HERALD SQUARE TEEN SHOP, 2ND FLOOR

Another of those gay entertaining fashion shows for junior-age misses, with music and guest-celebrities. Publicity: Florence Epstein, LA. 4-7000.

Beginning Saturday Oct. 2

OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)

OCTOBER 2
- COAST GUARD ACAD.-DARTMOUTH, HANOVER
- COLUMBIA-PRINCETON at BAKER FIELD
- CORNELL-NAVY at BALTIMORE
- PENNSYLVANIA-YALE at PHILADELPHIA

OCTOBER 9
- COLUMBIA-YALE at BAKER FIELD
- CORNELL-PRINCETON at PRINCETON
- PENNSYLVANIA-DARTMOUTH at PHILA.

OCTOBER 16
- COLUMBIA-ARMY at BAKER FIELD
- NAVY-PENN STATE at ANNAPOLIS

OCTOBER 23
- ARMY-YALE at NEW HAVEN
- COLUMBIA-PENNA. at BAKER FIELD

OCTOBER 30
- BROWN-PRINCETON at PRINCETON
- COLUMBIA-CORNELL at ITHACA
- DARTMOUTH-YALE at NEW HAVEN
- NAVY-NOTRE DAME at CLEVELAND
- PENNSYLVANIA-ARMY at PHILA.

NOVEMBER 6
- ARMY-NOTRE DAME, YANKEE STADIUM
- BROWN-YALE at NEW HAVEN
- COLUMBIA-DARTMOUTH at HANOVER
- NAVY-PENNSYLVANIA at PHILA.

NOVEMBER 13
- COAST GUARD ACADEMY-BROWN at PROVIDENCE
- COLUMBIA-NAVY at BAKER FIELD
- CORNELL-DARTMOUTH at BOSTON
- YALE-PRINCETON at NEW HAVEN

NOVEMBER 20
- BROWN-ARMY at WEST POINT
- COLGATE-COLUMBIA at BAKER FIELD
- DARTMOUTH-PRINCETON at PRINCETON

NOVEMBER 25
- BROWN-COLGATE at PROVIDENCE
- CORNELL-PENNSYLVANIA at PHILA.

NOVEMBER 27
- ARMY-NAVY at WEST POINT

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Going On Through Oct. 9	EXHIBIT OF FAMOUS AND INFAMOUS ART	CZERMANSKI	GALLERY OF MODERN ART 18 EAST 57TH STREET
	Using the war as his background, this refugee artist has developed a form of satirical drawing which is most compelling. The exhibit contains 29 of his works which chronicle the effects of Hitler-run Europe. Contact: PL. 9-6545.		
Now Available	PAMPHLET: "LEATHER GOES TO WAR"	TANNERS COUNCIL OF AMERICA	100 GOLD STREET NEW YORK CITY
	Designed to help the retailer give the customer facts about current leather supplies and how leather is used for the Army, this booklet is of interest to all retailers and is available at 10¢ a copy in gross quantities. Contact: Mr. Merrill Watson, BE. 3-0494.		

WEEK BEGINNING MONDAY, OCTOBER 4, 1943

Monday Oct. 4 1:00 P.M. Luncheon	FALL FASHION SHOWING	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL ROOF
	Mrs. Pleasants Pennington, owner of Chez Rosette, will as usual M.C. her own Fall fashion show. Open to public. Luncheons from $1.85. Press by invitation. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
Beginning Monday Oct. 4 3:00 P.M.	LECTURE: AMERICAN FURNITURE TRADITION	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. CONNOISSEURS' CORNER
	This is the first of a series of lectures demonstrated by pictures in a new three-dimensional color photographic process. The history of American taste in furnishings is traced through photographs of miniature rooms from the Art Institute in Chicago. These lectures will be held twice daily, starting Oct. 5th-9th at 11 A.M. and 3 P.M. Publicity: Karen Hollis, VO. 5-5900.		
Beginning Monday Oct. 4 6:50-8:50 P.M.	COURSE IN COTTON CONVERTING	JOHN HOYE OF THURSTON CUTTING CORP.	N.Y. TEXTILE EVENING TRADE SCHOOL, 351 W. 18
	Registration now open for this course which is free to men and women in the trade. Staple, standard finishes, spinning, weaving and cloth printing are demonstrated on modern equipment. Contact: CH. 3-7370.		
Monday Oct. 4-8	SHOWING OF SPRING LINES BY FASHION EXHIBITORS	ST. LOUIS CREATORS	STATLER HOTEL ST. LOUIS, MISSOURI
Tuesday Oct. 5 12:30 P.M. Luncheon	MILLINERY DESIGNERS' GET-TOGETHER	THE FASHION GROUP, INC. MILLINERY SECTION	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
	Purpose of this luncheon is to discuss post-war creative planning. Millinery designers will lead the discussion and Fashion Group members and their guests may participate. Luncheon, $1.75. Contact: CI. 7-1734.		
Tuesday Oct. 5 1:00 P.M. Luncheon	FALL OPENING: LUNCHEON FASHION SHOW SERIES	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, a la carte. Press by invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 5 2:30 P.M.	IMPORTANT NEW FINE JEWELRY FASHIONS	JOHN RUBEL	777 FIFTH AVENUE
	A Press preview of important new creations in fine jewelry by this well-known former London and Paris jeweler. Press by invitation. Publicity: Eleanor Lambert, PL. 5-8580.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 5 2:00-6:00 P.M.	PREVIEW: YOUNG NEGRO ART	MUSEUM OF MODERN ART	11 WEST 53RD STREET YOUNG PEOPLE'S GALLERY
	This is an exhibit of the work of students of Hampton Institute. On the preview day, the Museum will give a tea for friends and officials of the Institute, thereafter the public exhibit of one dozen paintings and 25 drawings will be on view through Nov. 28th. Preview, by invitation. Publicity: Sarah Newmeyer, CI. 5-8900.		
Tuesday Oct. 5 4:30 and 7:30 P.M.	INTRODUCTORY SESSION: FASHION JOURNALISM & CONTEMPORARY FASHIONS	MARIE STARK	TRAPHAGEN SCHOOL 1680 BROADWAY
	Marie Stark will give an introductory lesson to her Course in Fashion Journalism and Contemporary Fashions on Tuesday, October 5th at 4:30 and again at 7:30 P.M. For a complimentary admission card, contact: Dorothy Tyroler, Registrar, CO. 5-2077.		
Beginning Tues., 10/5	FIRST THREE GAMES IN WORLD SERIES TO TAKE PLACE IN NEW YORK		
	Tickets on sale at Winter Garden Box Office, Broadway at 50th Street.		
Wednesday Oct. 6 1:00 P.M. Luncheon	FALL FASHION SHOW LUNCHEON	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Tailored Woman Publ.: Belle Gillis, PL. 5-2500. Waldorf: Ted Saucier, EL. 5-3000.		
Beginning Wednesday Oct. 6 7:00-10:40 P.M.	LECTURE COURSES IN WAR TRAINING FILMS	INSTITUTE OF FILM TECHNIQUES	CITY COLLEGE 139TH AT CONVENT AVE.
	Because of the need for trained film technicians, the Institute of Film Techniques will give courses on film production, experimental studio, film writing, sound recording, moving picture photography and film editing. Graduates trained in this work usually find employment with the armed services or commercial film companies. Course takes five months, needs no entrants requirements. Press, $10 for course, plus $2 registration fee. Publicity: Evelyn Gerstein Associates, CI. 6-7632.		
Wednesday Oct. 6-Oct. 31	RODEO	MADISON SQUARE GARDEN	8TH AVE. AT 50TH STREET
	18th Annual World's Championship Rodeo. About $100,000 prize money! Guest star: Roy Rogers, hero of Western films. Publ.: Miss Jenkins, CO. 5-6800.		
Thursday Oct. 7 1:00 P.M. Luncheon	UNUSUAL FALL LUNCHEON SHOW	LANG, FASHIONS CARTIER, JEWELS EDMOND, COIFFURES	RITZ CARLTON HOTEL OVAL ROOM
	This is a special coordination of de luxe fashions and jewels and hair styles inspired by M.G.M.'s production of "DuBarry Was A Lady." Luncheon, a la carte. Press by invitation. Lang Publ.: Viola Shefer, PL. 3-2117; Cartier: Pierre Claudel, PL. 3-0111; Ritz Carlton: Marion Morrison, PL. 3-4600.		
Thursday Oct. 7 4:00 P.M.	"TEXTILES AT WAR" PREVIEW	TEXTRON, INC.	EMPIRE STATE BUILDING ENTIRE 42ND FLOOR
	The opening ceremonies of Textron War Products Museum featuring dramatized paintings and photographic murals of textiles in war periods through the ages, brought to date in a series of murals of the Textron New England plant. Textron is a rayon fabrics firm. Press preview on October 7th, by invitation. Open to public on October 8th. Admission cost $1 in war savings stamps for adults; 25¢ for children. Publicity: Alice Dowd, Press Bureau, J. Walter Thompson, MO. 4-7700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Oct. 7 6:00 P.M.	BUSINESS GIRLS' FASHION SHOW	STERN BROS.	42ND ST. W. OF 6TH AVE. BASEMENT

On the store's late night opening there will be presented a brief but comprehensive showing of complete Fall wardrobes for business girls, including work clothes, play clothes, dress-up clothes, relaxing clothes and accessories. Open to Press and public. Publicity: Martha Emerson, LO. 5-6000.

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Thursday Oct. 7 8:00 P.M.	SYMPOSIUM ON CARS OF THE FUTURE	SOCIETY OF AUTOMOTIVE ENGINEERS	PENNSYLVANIA HOTEL GEORGIAN ROOM

This will be a discussion and preview of design trends of the automobile of tomorrow, based on the current survey of "Motor Magazine". Speakers include Vice Presidents and Chief Engineers of Nash Motors, Studebaker, Willys-Overland, General Motors and others. Members and friends invited. Contact: Judy McCormick, LO. 5-7170.

Saturday Oct. 9 — YOM KIPPUR, JEWISH DAY OF ATONEMENT

Most of the garment-making firms and some New York stores will be closed on this day which is a widely-observed Jewish fast day.

Sunday Oct. 10-Oct. 23	PERSONAL APPEARANCE: "MISS WYN" FASHIONS	WESTWARD KNITTING MILLS OF LOS ANGELES	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.

Contact: Mr. A. E. Wittenberg, ME. 3-1000.

Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Open to public. Luncheons from $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.

Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS	NINE MEMBERS	VARIOUS SHOWROOMS

Sportswear fashions exhibited during the week beginning October 11th will be the only collection shown during the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year. Individual opening dates follow:

MONDAY, OCTOBER 11		THURSDAY, OCTOBER 14	
ZOLTAN ROSENBERG	550 7TH AVE.	DAVIDOW	550 7TH AVE.
SPORT-CRAFT INC.	" " "	CHARLES W. NUDELMAN	" " "
STAR-MAID	498 " "		
TUESDAY, OCTOBER 12		**NOT YET SET**	
ADLER & ADLER	550 7TH AVE.	MUTUAL ROSENBLOOM	498 7TH AVE.
DAVID M. GOODSTEIN	" " "		
KANE-WEILL	498 " "		

Monday Oct. 11 6:45-8:25 P.M.	COURSE IN RETAIL CREDIT AND COLLECTION TECHNIQUES	RETAIL CREDIT MEN'S ASSOCIATION	CITY COLLEGE SCHOOL OF BUSINESS, 17 LEX. AVE.

This course is given 1 night a week for 8 weeks on Mondays from 6:45-8:25 P.M. Instructor: A.S. Kleckner. Cost $5. For information: GR. 5-7140.

Monday Oct. 11-Nov. 18	LECTURES ON FURNITURE FASHIONS	ETHELWYN BRADISH FOR METROPOLITAN MUSEUM	5TH AVE. AT 82ND ST. MET. MUSEUM OF ART

Miss Bradish gives 2 parallel series of 6 lectures each on Mondays and Thursdays at 11 A.M. The Monday lectures show America's dependence on European furniture styles; Thursday's show the growth of our own sources of American furniture. Each series is a separate unit. Those interested are invited. Publicity: Charlotte Hughes, RH. 4-7690.

****SEE PAGE 9, ITEM 1 FOR LAST-MINUTE ANNOUNCEMENT!

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 12- Oct. 16	KINGS COUNTY VICTORY FAIR	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET 7TH FLOOR, EAST
	A. & S. in cooperation with the New York State Emergency Food Commission, Brooklyn Chapter of American Red Cross, New York Victory Garden Council, and Brooklyn C.D.V.O. is staging a big home war work competition. Residents of Kings County will exhibit their Victory Garden vegetables, canned goods, baked goods, and handicraft. Prizes: War Stamps and Bonds for best entries. Music, information and fun galore! Public invited. For more information, Publicity: Emily Adamson, TR. 5-7200.		
Wednesday Oct. 13 4:00 P.M.	PRIVATE PRESS PREVIEW: 1944 COLLECTION	McMULLEN COMPANY	475 FIFTH AVENUE
	The always well-attended McMullen showing of fashions designed by Dorothy Cocks will reveal early Spring trends. Press invited strictly by invitation and councelled to get there early as this collection always draws a crowd. Publicity: Abigail Johnson, MU. 3-9560.		
Wednesday Oct. 13 8:00 P.M.	INTERNATIONAL NIGHT RALLY	N.Y. LEAGUE FOR BUSINESS & PROFESSIONAL WOMEN	3 WEST 51ST STREET
	The League will introduce four women, representatives of Belgium, Holland, Norway and Poland. They will speak of women in Europe, discussing their power in the war, their contributions to music and other pertinent matters. Members and their friends invited. Publ.: Clara Ogilvie, MU. 2-7343.		
Thursday Oct. 14 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	R. H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM
	Macy's perfect ensembling of fashions and accessories is sure to be represented in this Fall clothes display for the Press and smart Plaza Hotel lunchers. Luncheons from $2. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS	ALFRED RAINER (17 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Beautiful new fur originations for Fall and Winter shown by Mr. Rainer. Luncheon, a la carte. Press by invitation. Rainer Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Beginning Saturday Oct. 16 7:00- 7:30 P.M.	RADIO SERIES ON POST-WAR PROSPERITY	BEARDSLEY RUML AND DAVID CRAIG	NBC (660 ON DIAL)
	The first in a series on October 16th will be a talk by Mr. Ruml, treasurer of R. H. Macy & Co. and chairman of the N. Y. Federal Reserve Bank. He will speak on financing post-war prosperity. On November 6th, Dr. David Craig will talk about getting goods to the consumer. Everyone invited to listen.		
Sunday Oct. 17- Oct. 20	12TH NATIONAL SHOE EXPOSITION	SHOE MANUFACTURERS	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET
	12th annual Spring Opening for shoe manufacturers' lines held under the management of Mr. E. A. Richardson of Boston. This will be the only large-size shoe exposition in the East for Spring buying. Contact: E. A. Richardson or Mr. Shaffer, Front Office Manager, ME. 3-1000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Oct. 18 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Open to public. Luncheons from $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.

Beginning Monday Oct. 18	SPRING FASHION LINES	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS

The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set.

WILLIAM BASS	530 7TH AVE.	JUNIOR LEAGUE	1372 B'WAY
DAVE BELLSEY	512 " "	INTERNATIONAL DRESS	1400 "
ANTHONY BLOTTA	498 " "	KAPLAN & GRABOIS	498 7TH AVE.
CAPRI FROCKS	1372 B'WAY	SAMUEL KASS	" " "
DEITSCH, WERSBA,		LA RUE DRESSES	550 " "
COPPOLA	512 7TH AVE.	MARY LEE	530 " "
ED GERRICK	550 " "	PARNIS-LEVINSON	" " "
FOX BROWNIE	498 " "	BEN REIG	498 " "
A. GOODMAN	530 " "	C.H.D. ROBBINS	525 " "
FRED GREENBERG	550 " "	MARTIN SIMON	498 " "
JOSEPH HALPERT	530 " "	HERBERT SONDHEIM	530 " "
HORWITZ & DUBERMAN	498 " "	ZUCKERMAN & KRAUS	512 " "

Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.

Tuesday Oct. 19- Oct. 20	SOUTHWESTERN REGIONAL MEETING	NATIONAL RETAIL DRY GOODS ASSOCIATION	ADOLPHUS HOTEL DALLAS, TEXAS

This will be a meeting specially called for better understanding of smaller stores and their business problems. Contact: Edward S. Hoyt, PE. 6-2155.

Wednesday Oct. 20- Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET

Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at $1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 West 43rd St., N.Y.C., LA. 4-1000.

Wednesday Oct. 20- Oct. 21	POST-WAR PLANNING FOR COTTON TEXTILES	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.

A report on the year's developments in cotton textiles and the industry's attitude toward current problems will be given at the opening session. Later there will be several forums taking up matters of interest to cotton people. They are looking ahead to what will happen at the termination of government contracts when new problems of financing and production will arise. This meeting is of vast interest to all cotton people and should be attended by all those interested. Contact: Virginia Jewel, WO. 2-0270.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday October 21 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW	WALTER FLORELL (29 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
	Public invited. Luncheon, $2.00. Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Thursday Oct. 21 1:00 P.M. Luncheon	LUNCHEON MILLINERY COLLECTION	SUZANNE ET ROGER (24 E. 64TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Showing of the brand new late Fall--early Winter millinery collection. Open to public. Luncheon a la carte. Press by invitation. Suzanne Publ.: Viola Shefer, PL. 3-2117. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.		
Thursday Oct. 21 4:30 P.M. Cocktails, 5:15 P.M. Show	IT'S FUN TO SEW	THE SPOOL COTTON CO. & "CALLING ALL GIRLS"	PIERRE HOTEL 5TH AVE. AT 61ST STREET
	An original kind of teen-age fashion show directed by Betty Green and Jane Chapman and planned to show how to prove to the teen-age sewing group that it's "Fun to Sew." Typical "Calling All Girls" readers will model clothes they have made for themselves. Fabrics, patterns and notions buyers, fashion editors and special editors by invitation. Publ.: Evelyn Dooher, PL. 3-5600.		
Oct. 21- Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Monday Oct. 25- Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
	Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. More details later. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.		
Monday Oct. 25 1:00 P.M. Luncheon	SHOWING: CUSTOM-MADE FALL HAT COLLECTION	HELENE GARNELL (40 E. 51ST ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Details later. Open to public. Luncheons from $1.85. Press by invitation. Director of Fashion Shows: Mary Alice Rice, PL. 3-4500.		
Beginning Tuesday Oct. 26	EXHIBIT: PAINTINGS BY ALEXANDRA PREGEL	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
	First American exhibition will be on view for two weeks. Publicity: Evelyn Gerstein Associates, CI. 6-7632.		
Wednesday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	Details later. Open to public. Luncheon a la carte. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.		
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR	NATIONAL SHOE RETAILERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
	The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quimby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited. Regarding hotel accommodations, the Stevens Hotel in Chicago, preempted by the Army, is now back under private management and will be available for the Shoe Industry War Conference and Market Week. There will be no shoe displays at the Stevens, only sleeping accommodations during the four-day period of the conference.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	LAST-MINUTE ANNOUNCEMENT! (OUT OF CHRONOLOGICAL ORDER)		
Beginning Thursday Oct. 7- Nov. 23 7:30- 9:30 P.M.	NEW FASHION CAREER COURSE	ROSEMARY SHEEHAN & CHRISTINE STEPHENS	BARBIZON, 18TH FLOOR LEXINGTON AT 63RD ST.
	Famous Fifth Avenue fashion authorities will outline advertising, promotion, publicity and editorial work in the field of fashion before any who wish to take this course at $35 for 12 sessions. The course, given Tuesdays and Thursdays from 7:30 to 9:30 P.M. is planned and presented by authorities in the fields of fashion, cosmetics, advertising, promotion and personnel. There will be guest lecturers, class work and home assignments. Registration is limited. Contact: Rosemary Sheehan, CO. 5-3173.		
Wednesday Nov. 3 1:00 P.M. Luncheon	FALL FUR LUNCHEON	GUNTHER (666 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
	The usual Tuesday at the Ritz held on Wednesday because of Election Day. Details later. Open to public. Luncheon a la carte. Press by invitation. Gunther Publ.: Viola Shefer, PL. 3-2117. Ritz: Marion Morrison, PL. 3-4600.		
Thursday Nov. 4- Nov. 5	ANNUAL CONFERENCE	PACKAGING INSTITUTE, INC.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
	Details later. Contact: MU. 2-2949.		
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
	Open to public. Luncheon, $2. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Nov. 8- Nov. 9	FALL PLASTICS MEETING	SOCIETY OF THE PLASTIC INDUSTRY	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	This is the regular meeting of the Plastic Industry and will probably be held at lunch time with Mayor LaGuardia as guest speaker. Open to all interested. Contact: John M. Weatherby, LE. 2-6057.		
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE MILLINERY	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	You can be sure of an exciting and flattering collection whenever Nicole hats are shown. The Nicole establishment also creates its own dresses along Parisian lines for a faithful, exclusive clientele. Open to public. Luncheon, a la carte. Press by invitation. Nicole Publicity: Viola Shefer, PL. 3-2117. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Nov. 16- Nov. 17	12TH ANNUAL FORUM	NEW YORK HERALD-TRIBUNE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	The 12th forum of the New York Herald-Tribune with usual afternoon and evening sessions on both days will carry its usual galaxy of distinguished world personalities. The general subject and speakers to be announced later. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.		
Wednesday Nov. 17 4:30 P.M.	HAIR FASHION PREVIEW	BERNORD AZ GURO	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
	A new Cold Ray masterpiece which means a new swing in hair fashion and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.		
Beginning Wednesday Nov. 17	ROMANTIC PAINTING IN AMERICA	MUSEUM OF MODERN ART	11 WEST 53RD STREET 2ND FLOOR
	A large exhibit, including more than 200 paintings representing the work of 120 artists. Press and public invited. Contact: Sarah Newmeyer, CI. 5-8900.		

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Thursday... PREMIERE: "FIRED WIFE" (Movie) PALACE THEATRE, B'WAY AT 47TH STREET
Sept. 30 A Universal picture featuring Louise Albritton and Robert Paige. Clothes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Friday..... PREMIERE: "THANK YOUR LUCKY STARS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
Oct. 1 This is a big all-star Warner Bros. vehicle with plenty for your money and gowns by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.

Friday..... PREMIERE: "THE KANSAN" (Movie) RIALTO THEATRE, B'WAY AT 42ND STREET
Oct. 1 This is a United Artists picture, a typical hard-riding, fast-shooting wild
(Postponed Western featuring Richard Dix, an old-timer at this kind of picture. Pub-
from 9/24) licity: Robin Harris, BR. 9-7300.

Friday..... OPENING OF WEDGEWOOD ROOM WALDORF ASTORIA HOTEL, PARK AVE. AT 50TH STREET
Oct. 1 Leo Reisman and Orchestra will play for dinner and supper dancing with Mischa Borr alternating. At supper, Frank Sinatra will sing. Cover charge at supper, $2. Dress optional. Publicity: Ted Saucier, EL. 5-3000.

Friday..... BROADWAY STARS IN PERSON AT CAPITOL, STRAND, ROXY, MUSIC HALL, LOEW'S STATE
Oct. 1 Admission will be free to purchasers of 3rd War Loan Bonds. Stars and
11:30 P.M. orchestras pledged to appear to whoop up sale of bonds, include: Frank Sinatra, Joe Lewis, Ethel Waters, Ethel Merman, Carol Landis, Allan Jones, Miriam Hopkins, Tommy Dorsay, Charlie Barnet, Morton Gould, Vaughn Monroe, Sammy Kaye and many others. Publ.: Ben Serkowich and Paula Gould, CO. 5-1250.

Tuesday.... FORMAL OPENING: ST. REGIS HOTEL, IRIDIUM ROOM, 5TH AVENUE AT 55TH STREET
Oct. 5 Evening clothes or uniforms for opening night dinner dance. St. Regis Maisonette will have same sort of opening on Oct. 12th. After two opening parties, both rooms will be informal. Publ.: Mrs. Timmie Richards, PL. 3-4500.

Thursday... PREMIERE: "ONE TOUCH OF VENUS" IMPERIAL THEATRE, 249 WEST 45TH STREET
Oct. 7 This much-awaited comedy is the Kurt Weill-S. J. Perelman-Ogden Nash musical produced by Cheryl Crawford and John Wilderberg. Cast includes Mary Martin, John Boles, Paula Laurence and Kenny Baker. Staging, Elia Kazan. Costumes, Paul du Pont and Kermit Love. Publicity: Jean Dalrymple, MU. 5-3114.

Thursday... OPENING: SAN CARLO OPERA BROADWAY THEATRE, B'WAY AT 52ND STREET
Oct. 7 125 musicians, singers and dancers in this Fortune Gallo production. Repertory includes "Carmen," "La Boheme," "La Traviata" and others. Publicity: Mr. Morris, CO. 5-0741.

Thursday... OPENING: JOE E. LEWIS COPACABANA, 10 EAST 60TH STREET
Oct. 7 Joe Lewis follows Ella Logan. Publicity: Joe Russell, PL. 8-1060.

Beginning.. OPENING CONCERT BY PHILHARMONIC SYMPHONY ORCHESTRA, CARNEGIE HALL, W. 57TH ST.
Thursday With Arthur Rodzinski conducting, the Philharmonic gets under way with Bee-
Oct. 7- thoven's "Leonore Overture #1," Brahms "Symphony #2 in D Major" and other
Apr. 16 numbers. Publicity: Dorle Jarmel, CI. 7-4733.

Sunday..... PREMIERE: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
Oct. 10- The Fall season will last four weeks under direction of Hurok with new sets
Nov. 7 and costumes and three brand new ballets: "Mademoiselle Angot," "Fair at Sorochinsk" and also "Tally Ho." Usual favorite performers will appear in ballets such as "Slovonika," "Pas de Deux," "Romeo and Juliet," "Helen of Troy," "Aleko," and others. Publicity: Gerald Goode, PL. 3-0820.

Week of.... PREMIERE: "THE NAKED GENIUS" PLYMOUTH THEATRE, 236 W. 45TH STREET
Oct. 11 This is a screaming comedy by Gypsy Rose Lee about a pair of milliners called Fred-Eric. Rex O'Malley and Joan Blondell play the leading roles and John-Frederics, about whom the comedy is said to be written, have designed the hats. Produced by Michael Todd. Costumes by Juliette, Brooks Costume Co. and Wilma Gowns. Publicity: Louis Harmon, CI. 7-4374.

Monday..... OPENING NIGHT: METROPOLITAN OPERA CO. METROPOLITAN OPERA HOUSE
Nov. 22 DIAMOND JUBILEE B'WAY AT 39TH STREET
Publicity: Constance Hope, PL. 3-3390.